

## 511 Rideshare Program Call and Email Volumes FY14-15

<b>Information Center<sup>1</sup></b>	<b>Jul</b>	<b>Aug</b>	<b>Sep</b>	<b>Oct</b>	<b>Nov</b>	<b>Dec</b>	<b>Jan</b>	<b>Feb</b>	<b>Mar</b>	<b>Apr</b>	<b>May</b>	<b>Jun</b>	<b>YTD Tot</b>
<i>Incoming Phone Calls</i>													
Bay Area Commuter Benefits Program <sup>2</sup>	184	392	801	248	106	230	104	61	89	93	53	55	<b>2,416</b>
Bicycling	19	13	32	29	22	31	24	22	34	11	13	13	<b>263</b>
Commuter Incentives/Pre-Tax Info	28	21	20	24	16	24	17	9	13	24	14	19	<b>229</b>
Park & Ride <sup>3</sup>	11	9	5	7	7	7	5	5	9	4	4	6	<b>79</b>
Rideshare	105	100	88	122	75	95	91	70	87	73	72	87	<b>1,065</b>
Airport Ground & Parking <sup>4</sup>	28	20	33	34	20	24	10	14	27	25	20	30	<b>285</b>
Spanish	22	25	13	20	13	23	17	14	12	18	8	17	<b>202</b>
Operator <sup>5</sup>	60	57	56	63	29	56	42	41	54	45	39	64	<b>606</b>
<b>Total</b>	<b>457</b>	<b>637</b>	<b>1,048</b>	<b>547</b>	<b>288</b>	<b>490</b>	<b>310</b>	<b>236</b>	<b>325</b>	<b>293</b>	<b>223</b>	<b>291</b>	<b>5,145</b>
<i>Outgoing Placement Calls<sup>6</sup></i>	1,041	803	872	1,098	754	1,154	1,068	1,097	1,594	1,150	1,005	828	<b>12,464</b>
<i>Incoming Emails</i>	n/a	490	398	485	407	518	385	353	483	494	436	499	
Incoming emails needing response by CSD <sup>7</sup>	n/a	75	60	49	30	46	54	33	39	37	30	38	
<i>Outgoing Emails</i>	n/a	355	1,120	1,490	773	1,338	1,426	1,313	1,791	1,393	1,230	1,230	
<b>Vanpool Consultant Phone Calls and Emails<sup>8</sup></b>	<b>348</b>	<b>319</b>	<b>237</b>	<b>420</b>	<b>299</b>	<b>252</b>	<b>289</b>	<b>383</b>	<b>325</b>	<b>221</b>	<b>370</b>	<b>369</b>	<b>3,832</b>

<sup>1</sup> Information Center phone calls include only those received generally through the 511 phone number (people who select “carpool/vanpool” or “Bay Area Commuter Benefits Program”) or the direct rideshare program phone number (which is not broadly advertised). Calls received and made by vanpool consultants or employer services representatives are not included in the Information Center call totals.

<sup>2</sup> Calls answers by the Commuter Benefits Support staff person, which will be funded under Task XI.

<sup>3</sup> In November 2015, the 511 phone menu was changed and there is no longer a prompt for Park ‘n Ride lots. The prompts for transfer to the future carpool contractor are “carpool/vanpool” and “Bay Area Commuter Benefits Program.”

<sup>4</sup> In November 2015, the 511 phone logic was changed and airport information calls are no longer forwarded to the rideshare program.

<sup>5</sup> Operator calls are those that come in through 511 and forwarded to the rideshare program but are not related to carpooling or vanpooling. Under the current contract, the CSRs provide answers to general transportation questions, but this will not be a responsibility in the next contract. To prevent such calls from going to the carpool contract, the 511 voice mail prompts were changed in November 2015, and “operator” calls have fallen about 50%.

<sup>6</sup> The current contract requires the program contractor to complete 12,000 placement calls per year. This will not be a requirement under the future contract.

<sup>7</sup> These are the emails that the existing “customer service department” staff respond to. The balance of incoming emails are forwarded to the Employer Services Reps or Vanpool Service Rep as appropriate, or do not require a response.

<sup>8</sup> Vanpool call details are as follows:

- 50% incoming + 50% outgoing = 100% (average 319/month)

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- 20% new van formation + 80% existing van support = 100%
  - Existing Van Support Calls/Emails (~250 average/month; more outgoing than incoming; 40% of outgoing calls are repeat calls)
    - 35% re: empty seat subsidy
    - 20% re: start-up incentives
    - 20% re: FasTrak Non-Rev Tags
    - 3% parking permits
    - 3% medical reimbursement
    - 2% re: DMV report
    - 2% vanpool signs
    - 15 % critical list
    - = 100% existing van support

